

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: BRYSON, Scott M., et al.  
Application Number: 10/560,052  
Filed: July 10, 2006  
For: MERCHANDISING SYSTEM  
Examiner: Purol, Sarah L.  
Group Art Unit: 3637  
Confirmation Number: 9839

RESPONSE TO SEPTEMBER 8, 2009, NOTICE OF NON-COMPLIANT AMENDMENT  
AND AMENDMENT AND RESPONSE TO JANUARY 6, 2009, OFFICE ACTION

Applicants file this paper in response to the Notice of Non-Compliant Amendment dated September 8, 2009, and in response to the January 6, 2009, Office Action. Applicants respectfully request a three month extension of time to respond to the Office Action mailed January 6, 2009. Please charge any fees applicable to this response, including any extension fees, to Deposit Account No. 07-1509 Please enter the following amendments in response to the January 6, 2009, Office Action:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 4 of this paper.